

Unleash the Power of Best Workplaces for CommutersSM

BWC Network Resources

Through the BWC Network, you have access to a suite of ready-made resources that will help you leverage the Best Workplaces for CommutersSM brand for your local programs. Take advantage of the promotional toolkit available at www.bwc.gov/support/promo.htm to access:

- ▶ Promotional flyers
- ▶ Posters
- ▶ Talking points
- ▶ Sample presentations
- ▶ Sample media outreach materials
- ▶ Brochures
- ▶ Media results summaries

For additional information on Best Workplaces for CommutersSM, visit www.bwc.gov or contact the Information Request Line at 888-856-3131.



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For Network Members

As a Best Workplaces for CommutersSM Network Member, you play an important role in making commuter benefits as commonplace as 401K plans. By promoting Best Workplaces for CommutersSM, you help bring focused attention to the value of commuter benefits, while at the same time enhancing your own commuter programs and services.

As a Network Member, you can promote Best Workplaces for CommutersSM in a variety of different ways—conducting targeted outreach to local employers, increasing visibility through the local media, or simply raising general public awareness. As you plan your future promotional activities, use this flyer for helpful tips and ideas, as well as examples of successful strategies used by other Network Members.

Cumberland Community Improvement District

▶▶▶ “Our annual report is just one avenue we use to showcase our involvement in Best Workplaces for CommutersSM. We reach more than a thousand corporate decision makers in our market this way, educating them about the wide assortment of services we provide.”

— Malaika Rivers, Deputy Director,
Cumberland Community Improvement District



The AlterNetWays Company

▶▶▶ “As a company committed to providing a rideshare solution, I want my potential clients to know all the benefits I offer. That’s why I’m proud to let employers know we can help them qualify for the prestigious Best Workplaces for CommutersSM list.”

— Mark Evanoff, President,
The AlterNetWays Company



▶▶▶ “We have been helping employers implement commute option programs for more than 20 years. When Best Workplaces for CommutersSM was launched in our area, we embraced the program and promoted it through our Web site, newsletters, mailings, and even geared our events around it.”

— Rich Fritzky, Vice Chairman,
Meadowlink



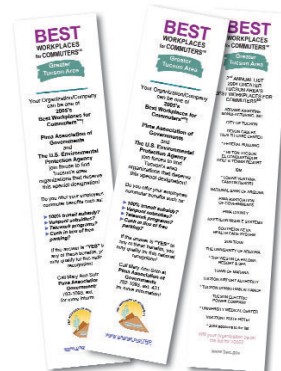
BEST Workplaces for CommutersSM



Pima Association of Governments

- “In the Tucson area, we are always working to reinforce the message of Best Workplaces for CommutersSM. Fun giveaways, such as the bookmark we sent to employers, public agencies, and committees serve as a great tool, while also recognizing those employers who have attained this prestigious designation.”

— Mary Ann Soto,
Pima Association of Governments



TransitCenter

- “TransitCenter’s customers are employers who are already doing a lot to promote transit and vanpool use by giving their employees tax savings with our TransitChek[®] commuter benefit programs. Through our newsletter, brochures, and mailings we encourage them to qualify as Best Workplaces for CommutersSM, a designation they can be proud of.”

— Larry Filler, President and CEO, *TransitCenter, Inc.*



Long Island Transportation Management, Inc.

- “Our newsletter reaches Long Island’s Best Workplaces for CommutersSM employers, Commuter Choice members, municipalities, and merchants, where traffic and commuting stress are major concerns for both residents and employers. Highlighting Best Workplaces for CommutersSM in our newsletter reminds employers region-wide that they can make



Ten Simple Ways to Enhance Your Involvement in Best Workplaces for CommutersSM

Promoting your involvement in Best Workplaces for CommutersSM will enable you to make the most of the services you offer. Your alliance with this national commuter benefits program may open doors for you, and, in turn, make employer-provided commuter benefits more widespread.

1. Highlight the list on your Web site and include a link to www.bwc.gov.
2. Display posters in strategic locations, as well as at transportation fairs and related local events.
3. Highlight local employers that have made the list in your newsletter or on your Web site.
4. Make announcements about Best Workplaces for CommutersSM at organizational meetings.
5. Utilize the “template” PowerPoint presentation and brochures when conducting outreach to employers.
6. Promote the use of the logo to participating employers in your community through e-mails or face-to-face presentations.
7. Incorporate the logo and messages into your own marketing materials.
8. Send a letter or article to a local newspaper promoting Best Workplaces for CommutersSM as a solution to traffic congestion and air pollution.
9. Incorporate Best Workplaces for CommutersSM into your local events by recognizing employers who have made the list or by providing employers with information.
10. Coordinate a recognition event for your area’s employee transportation coordinators.

